

75c Veiling 35c

Your choice of regular stock patterns. Plain and fancy mesh, in black, brown, navy and two-tone combinations; 75c value, at, **35c** a yard

B. Lowenstein & Bros.

INCORPORATED

Linen Handkerchiefs 18c Each

Women's pure linen handkerchiefs, hemstitched; regular 25c quality.

Values To Top Every Shopper's List For Friday

A Very Noteworthy Friday Feature

Sale of Silk Petticoats



Which includes our entire present stock—values which are not only remarkably low in price, but being from regular stock are fully up to every requirement of Lowenstein's quality.

Extra Special

Just 75 petticoats in one lot—three separate styles of satin, solid colors and changeable, in navy, empire green and pretty two-tone effects—
\$9.75 Values for Friday; special at \$6.73

Fine silk petticoats in a variety of favored colors and styles, in silk jersey, satin and taffeta. These show the indelible mark of splendid designs and the finest tailoring. Such values are good money savers for all of us economically inclined—
\$8.50 values, **\$6.73** \$10.00 values, **\$8.73**
\$12.50 values, **\$9.93**

High quality Radiums, Milanese, Silk Jersey at such low prices that every taste and every purse will be satisfied.

\$13.50 values, \$10.33
\$15.00 values, \$12.73

\$18.50 values, \$14.33
\$19.95 values, \$15.73

LOWENSTEIN'S—THIRD FLOOR.

Domestics at Less Than Present Costs



Genuine Green Ticket Lonsdale Domestic, one of the oldest and best brands on market; now selling at 50c regularly; Friday only (limit 10 yards); very special for, a yard **34c**

English longcloth; a regular \$5 grade; for a bolt of 12 yards **\$3.84**

\$2.50 Bleached Sheets, a heavy fine quality; regular 81x90-inch size (only 4 to a customer); for, each **\$1.98**

Feather Ticking, a very good grade, guaranteed to hold feathers, only two patterns of large and fancy stripes; our 85c quality, for a yard **65c**

NOTE—Owing to the unusual reductions we can not extend our usual C. O. D. and telephone service privileges on above items.

Rugs

20% to 40% Off Regular Prices

65c China Matting, full 36 inches wide, at **49c**

\$3.00 best grade Japanese Rice Straw Rugs, size 30x60, stenciled on both sides; while 100 rugs last; extra special **\$1.89**

\$3.50 best quality Hit-and-Miss Rag Rugs, 36x72; while 20 rugs last **\$1.99**

\$5.00 fine Japanese Rag Rugs, sizes 36x72 and 36x63; come in plain centers with chintz borders, also hit-and-miss centers with wide figured borders; while 25 rugs last; extra special **\$2.99**

\$5.00 good Axminster Rugs, 27x52 **\$3.98**

\$9.00 fine double-faced, reversible, all-wool Smyrna Rugs, 30x60; 40 rugs **\$6.48**

\$10.00 good Axminster Rugs, 36x63, to close out 10 rugs, extra special **\$6.98**

\$7.50 Japanese very fine stenciled Matting Rugs, 25 rugs, 9x12; to close out **\$4.98**

\$60.00 values, 9x12, seamless Velvet Rugs **\$34.75**

\$65.00 good 9x12 Axminster Rugs; special **\$39.75**

Two Good Specials in Silk Hosiery

Women's plain silk, very sheer mesh, full fashioned, silk to the top; \$3.00 quality, in black only; an extra special at **\$2.35**

Medium weight, silk to the knee, full fashioned silk Hosiery; the present market price is more than our regular selling price of \$2.00; but as a special for tomorrow we offer them in black, white and field mouse, **\$1.69** at

New Low Prices on Corsets

H. & W. Elastic Girdles—
\$6.00 brocade models **\$5.33**
\$3.00 coutil models **\$2.33**

Gossard models; \$4.50 value **\$3.75**

Lowenstein's custom made; \$6.50 pink brocade **\$5.00**

Nature's Rival Bust Confiners, made of heavy mesh fabric, **99c** at

Talcum Powder 10c a Can

Air Float Talcum, the kind that has been nationally advertised—an extra special for Friday.

A Sale of Silk Dresses \$19.50

Very Modish Models at Extra Special Reductions

Exactly, what stylish women are demanding for street and afternoon wear. Made of Taffeta or Georgette with short sleeves, low necks, tunics and the newest pleated skirts. Naturally, they have all the puffs and frills that any feminine heart could wish. Navy, open, taupe, brown and gray, in sizes 16 to 42.

Exceptionally Low Prices on

New Spring Wash Fabrics

All the beautiful new tints and colorings in voiles, ginghams and madras, featured for Friday, very reasonable in price.

32-inch fine Zephyr Dress Gingham, in all the newest color combinations; special, a yard **48c**

New printed Dress Voiles, in all the rich new tints and colorings; yard, **\$4.00**
65c, 85c to

36-inch Ramie weave suiting Linen, in all the wanted shades; priced at, **\$1.75** yard

32-inch fine Shirting Madras, in combination stripes on white grounds; yard, 59c and **75c**



We Are Getting More Shoe Business

Because the assortment of styles shown here is more varied, more up to the minute and because they are better shoes at lower prices.

But we haven't all the business we can handle yet—although such values will inevitably bring us more than our share of the shoe trade of Memphis.

Compare our shoe values with the offerings of other stores—that is one very good test—but the best test of all is being fitted comfortably here—the test of real service, and we know you will be satisfied.

\$14 Shoes in All But Price—

For tomorrow we offer 200 pairs of these new brown calfskin Theo. Ties—a Paris origination; an excellent shoe, well made, stylish and comfortable; priced for Friday and Saturday; special at

\$7.75

These were taken from regular stock and placed on tables for easy selection, because the size range is now incomplete.



As Seen By Her!

Some of the Latest and Most Effective Reasons for Pleasure in Shopping

- A sure, swift means to an organdie frock is organdie flouncing.
- For wear with the tailleur or the cloth frock—marabou.
- Every petticoat has its flounce—which now comes by the yard.
- Raffia enters upon a new career—as a bright trimming for hats.
- Ready to wear is a sash of satin ending with a fringe.
- To freshen one's frock add a saw-edge frill.
- Fashion and comfort say socks for children. Gay tops are favorites.
- For a collarless frock a necklace of ribbon and jade is a becoming complement.
- For a beauty nap—a fluffy boudoir cap, a pretty negligee and satin mules.
- A wrap with gracious folds is the summer's mode.
- A new bag draws strength and beauty from a foundation of Chinese silk.

250 Trimmed Hats

Special for Friday Only

\$4.75

\$10.00 Values

Large, medium and close-fitting styles included; all colors and black.

Values Unexcelled

Wash Dress Fabrics

27-inch fine mercerized dress poplin; our regular 60c grade; a yard **49c**

36-inch Japanese crepe, an ideal fabric for summer underwear; our regular 60c grade; a yard **49c**

36-inch stripe check plaid and embroidered voiles; values up to 98c; special, a yard **49c**

32-inch fine shirting madras, in stripes and figures; prices to 98c; special, a yard **79c**

36-inch plain nainsook, smooth even weave and finish, for ladies' and children's wear, in bolts of 10 yards, neatly boxed; \$4.50 quality at, a bolt **\$3.62**

Men's Linen Handkerchiefs 28c Each

Regular 50-cent quality men's Linen Handkerchiefs, full size, each **28c**

Trunks and Traveling Bag Specials

\$7.50 values, Traveling Bags, made of black split leather, size 18 inches; extra special **\$4.89**

\$10.00 values, Traveling Bags, made of good black split cowhide leather, 16 inches and 18 inches; while 10 last; extra special **\$6.75**

\$11.50 values, Traveling Bags, made of light weight cowhide leather, leather lined; good lock and handle; Cordovan color; while 25 last; extra special **\$8.75**

\$6.50 extra good, strong, large, fiber Suit Cases, double leather straps; good handle and lock; comes in brown, and 24 inches long; special **\$4.98**

\$10.00 leatheroid Suit Cases, double leather straps, good handle and lock; special **\$7.89**

\$10.00 and \$9.00 values in large, black enameled week-end Cases, cretonne lined, good handle and lock, 24 inches and 26 inches; an excellent case for all purposes; special **\$7.75**

\$47.50 genuine Hartmann Wardrobe Trunk; a full-size, regulation wardrobe; beautifully lined; good lock and bolts; well reinforced; 40 inches high; plenty of space for all clothes; extra special **\$39.75**

Stationery

Tomorrow we place on sale a broken line of Crane's quire papers, in note and regular size, at one-half the regular price.

Casletter box stationery, with open-end envelopes; a 75c value, for **59c**

Gabardine linen, a splendid quality linen paper, single sheet, double edge, in pink, blue, buff and gray **\$1.45**

\$1.00 Per Week Puts Any of These Sewing Machines in Your Home



Singer; value \$65; special at—
\$34.50
(Slightly used.)

"Free," value \$68; special at—
\$37.50
(Demonstrators.)

White; value \$68; special at—
\$37.50
(Demonstrators.)

Domestic; value \$75; special at—
\$52.00
(Floor Sample.)

Values in Furnishings That No Man Can Afford to Overlook

\$3.00 and \$3.25 fancy striped madras shirts, with soft and laundered cuffs—
\$2.45

\$14.00 and \$15.00 heavy crepe de chine shirts, in a very pretty assortment of stripes—
\$11.85

\$4.00 white silk-finished poplin soft shirts, with button-down collar attached—
\$3.35

\$3.50 summer pajamas in solid colors, white, blue and pink; \$2.95 a suit, or 3 suits for—
\$8.25



Vera Keene